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McFactor Multimedia Product

Functional Specification

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1) Background

McFactor LTD is a company that has freshly been established in the cosmetic and make up industry. The owner of McFactor LTD, Peter McGrath, was born in 1980, and after completion of his studies and earning an MBA Degree, he set out to re-build his grandfather's dream – The largest cosmetic company in the cosmetic and make up industry. Evans McGrath, grandfather of Peter McGrath has been working in the field of cosmetics since the black and white era of the films. He earned an Oscar as a reward to his exceptional skills. In order to establish the market, Peter has chosen a method of advertising that involves running a multimedia on the company website.

2) Purpose

The purpose of this project is to develop a multimedia product that McFactor LTD can air on its website.

This acts as an effective method to carry out advertising and marketing of the company. This will create awareness of existence of company and carry out informative advertising which involves establishing an awareness in the market.

The multimedia product will act as an online brochure that would provide lots of information about the company and its product to potential customers. Moreover it will also provide information such as addresses of its retail outlets.

Since the multimedia product will be installed on the company website, the company will save massive amount of funds that would be used in other media of advertising e.g. radio, newspapers and TV. Internet is the cheapest and most effective media to carry out advertising, especially in the global market. Hence a multimedia product is the best option for McFactor LTD to establish its market share in the industry.

3) Metrics

The following points or criteria will be used when judging the success or failures of the Multimedia Product and its effects on the company after its installation on the company's website.

Criteria	Data before installation of multimedia product	Data after installation of multimedia product	
		Estimate	Actual
Total number of people using the multimedia product on the website			
Total number of newsletter sign-up by potential customers			
Total number of customers in customer database			
Company awareness (data is collected via survey)			

The data to be input in the table above shall be provided by the company through their records and their surveys.

4) Statement of Requirements

The following table is a detailed list of the requirements and expectations the client, McFactor LTD, has from the multimedia product. It includes the details of the key functions that the product must perform.

The requirements listed below are ranked in **MoSCoW order**:

M – Must Have

S – Should Have

C – Could Have

W – Would like to have

Client expectations from the Multimedia Product (Functional Requirements)	Priority Level (MoSCoW)
The multimedia product should be visually appealing and attractive. The multimedia product should be able to grab attention of maximum number of potential customers who view the multimedia product and keep them “hooked up” to continue viewing the product.	M
The Multimedia product should be consistent throughout the presentation i.e. every page of the multimedia should be consistent and uniform. There should not be any major design changes as the multimedia proceeds from one part to next.	S
There should be adequate information about the company and the cosmetic products in the multimedia product. The amount of information should be to an extent that the customer trust the company and be ready to order the product without much research.	S
Although the interface of the multimedia product should be simple, it should be very interactive. The multimedia product should be simple that potential customers with little or no ICT knowledge can use it as well as the experts. Interactive interface on the other hand can aid them in using the multimedia product effectively, and make it more attracting and exciting.	M
The multimedia should have auto play function. No matter how much the user tries to gain control of the multimedia product via use of buttons and other selective tools provided, the multimedia product should run on its own and finish in the given time.	S
The multimedia should provide facility of sign up, most preferably on the last page of the multimedia product so that all the potential customers that wish to sign up for more exciting offers are directly entered in the records of the customer database of McFactor LTD and thus helping measure the increase in market share.	C
The multimedia should facilitate the direct purchase or direct link to the purchase page of product so that the customer saves time and purchases the products immediately rather than searching through the entire website again for the same product she earlier viewed in the multimedia system.	W
The multimedia product should be well prepared in the given deadlines. Every stage of development of multimedia product should meet its deadline.	M

5) Key success criteria.

The project can only be classified as a success if the following criteria are met:

- ✓ The project should meet the deadline – 20th November 2015.
- ✓ The project should not exceed the set budget.
- ✓ It should meet all the user requirements.
- ✓ All the deliverables must be sent within the given deadlines.

6) User Interface Description

The multimedia shall contain 5 different pages concerning different aspects of the McFactor LTD Company. Firstly, it will have a Homepage that shall contain a welcome note for the viewers as well as a photoshoot calendar that stars many of the famous McFactor LTD Models.

Secondly, the About Us Page shall contain an animation that shows us the brief history of the McFactor LTD.

Thirdly, the Products Page shall contain a few of the many cosmetic products that McFactor LTD produces and sells. The user will have to make a choice among the categories of the products. I.e. Face category, Nails category, Lips category, and Eyes category. Clicking on the category button will launch its respective products range.

Moreover, the Tutorials Page will contain slideshow that lists some steps that the customers/viewers can follow and achieve glamorous looks. They will be able to also view video tutorials for the respective 'statement looks'.

Finally, the Contact Us page will contain an end note followed by a form that the user/viewer will be able to fill in and submit to give their feedback. Furthermore, there will be the address and map to the head office of McFactor LTD.

7) System administration and maintenance

The final product will be published as an SWF File that will be embedded on the McFactor LTD website. The McFactor LTD will also be supplied with an editable version of the Multimedia Product, normally referred as the FLA File. The FLA File can be used in order to make changes and update the Multimedia Product and then a SWF File can be produced that can replace the old SWF File on the McFactor LTD website.